

Greenville City Council 2021 Annual Retreat

Update on City Council Priority #4 Affordable Housing

February 19, 2021





Goal #1: Affordable Housing – GHF 2021 Update

2020 Accomplishments

- Expanded staff capacity: Advocacy & Community Engagement Manager and Capital Markets & Real Estate Development Manager
- Invested in 235 units of affordable & workforce housing (539 units to date)
- Supported the launch of United Housing Connections' Home Again program: combining case management & housing stabilization supports to transition families living in motels to safe and stable housing
- Created the Landlord Assistance Program to provide emergency rent assistance in response to Covid-19 pandemic; more than 200 applicants and distributed nearly \$350,000; another 80 households supported with \$200,000 through UHC
- Completed the Greenville Affordable Housing Strategic Plan, and launched the Greenville Affordable Housing Coalition



Goal #1: Affordable Housing – GHF 2021 Update

2021 Priorities:

- Lead & Support the Greenville Affordable Housing Coalition to implement the Strategic Plan
- Increase capital from public & private sources:
- Create Greenville Housing Impact Fund through \$5 million of private equity
- Launch \$20 million loan fund with consortium of local banks and strong Community Development Financial Institution (CDFI) partners
- Expand opportunities for acquisition/preservation and new construction of affordable and workforce housing through joint venture partnerships, GHF loan programs, and other GHF initiatives with a goal of 300 units per year
- Pursue opportunities for Affordable and Workforce Home Ownership (actively working on 41 units)
- Align efforts with Community Development and implementation of Greenville 2040



Goal #1: Affordable Housing – GHF 2021 Update

Pipeline Moving Forward

- Mosaic at West End with 138 mixed income units (25% Aff & WF) JV with GHF in 20% of equity ownership
- Green Plaza site: joint venture with Homes Urban; 76 units (range of Aff, WF & Market)
- Unity Park New Construction Affordable Senior Homes (148 units) 4% LIHTC Bond and using SC HTC deal JV with GHF, Greystone & local non-profit
- Washington West: JV with Allen Temple on 12 Aff & WF rental units with Trey Cole Design Group offering 6 market and 3 WF homeownership units
- Unity Park GHF parcels: site planning with private developer partners (MBE participation) to provide +/-100 units of affordable and workforce units
- Others include 9% LIHTC, Social Impact Fund investors, single family infill, and mixed income (currently 300+ units) in planning

Active on 483 (374 Aff & WF) units in development totaling \$80,713,518



Goal #1: Affordable Housing – GHF 2021 Update

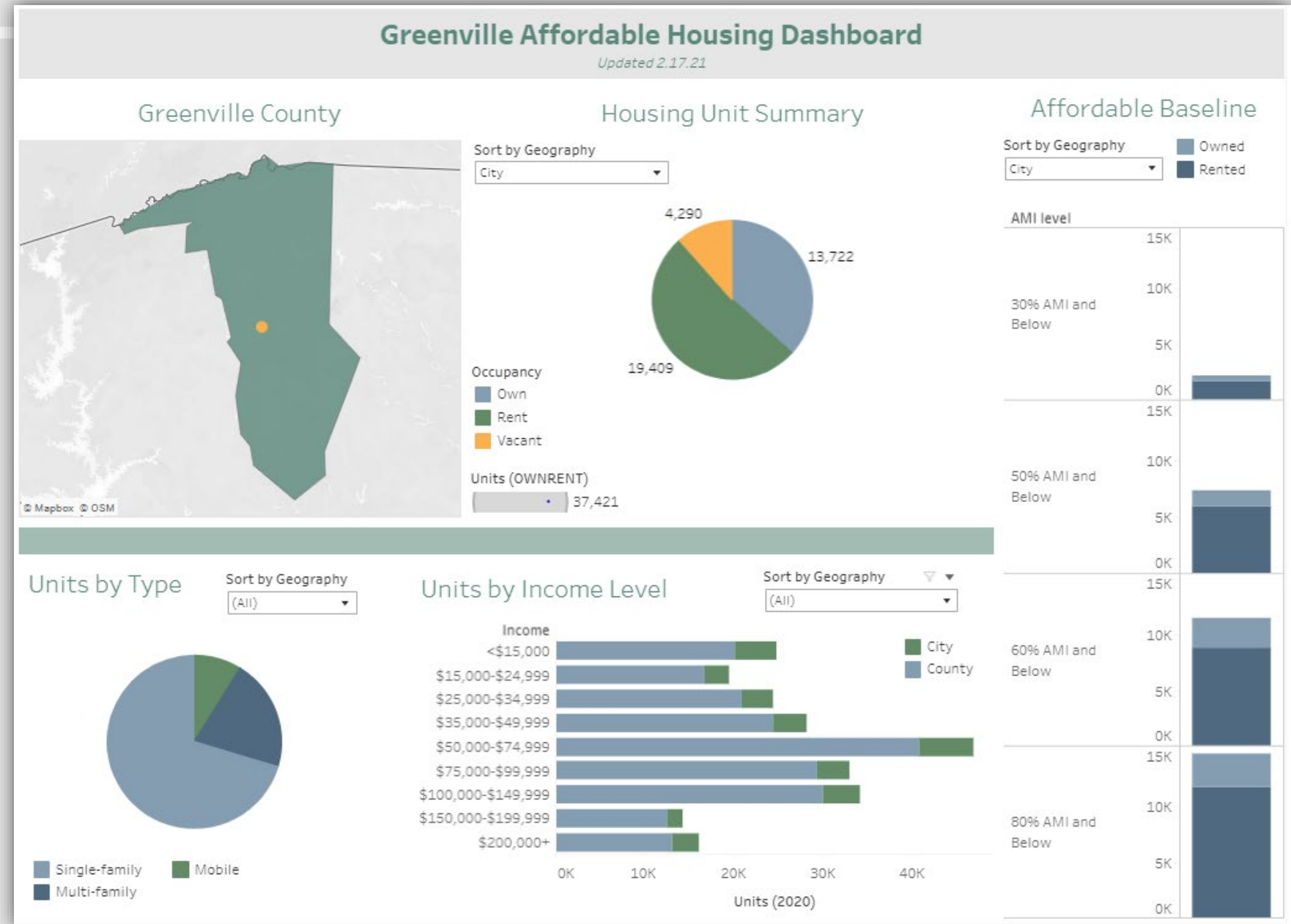
- GHF and Coalition partners have identified 5 goals for implementation of the Greenville Affordable Housing Strategic Plan.
- Creating public dashboard to report progress on the plan.





Goal #1: Affordable Housing – GHF 2021 Update

- GHF and Community Development working with Furman University on mapping current affordable & workforce housing supply in the city.
- Dashboard will be made available to the public.



Goal #3: Homeless Initiatives

Prevention

- Funding provided to agencies for housing and food assistance for city residents impacted by COVID-19 to prevent displacement
- \$144,662.79 expended YTD on housing related assistance which includes, mortgage, rent, utility, financial counseling, and fair housing counseling

Upcoming

- Survey and data collection on homelessness within downtown area
- Downtown outreach team
- Researching and reviewing potential landlord assistance streams of funding
- Monitoring of future funding streams for housing assistance and of eviction moratorium



Goal #4: Owner-Occupied Rehabilitations



Rebuild Upstate

- 7 rehabilitations completed in 2020 (\$61,737.77)
- 7 additional properties are in process for approval
- Since 2018, organization has utilized \$241,413.25 of City funding and \$470,000 of leveraged other funds on 59 homes.

Habitat for Humanity

- 3 rehabilitations completed in January 2021 (\$11,751.13)

For every \$1 of direct City funding, Rebuild Upstate leverages \$2 for additional work within the City limits.

Goal #5: New Construction

Rental

- United Housing Connections completed 1 unit in Nicholtown; \$95,240 HOME funds
- \$20,484 provided to Genesis Homes to support infrastructure for development of 8 affordable units in Nicholtown; units are under construction
- Genesis Homes completed 2 additional units in Nicholtown and 2 units in Greenline-Spartanburg
- 7 rental units completed by Homes of Hope at Joshua's Way development





Goal #5: New Construction



Homeownership

- \$40,000 provided to 5 Habitat for Humanity clients for down payment assistance
- 1 additional unit under construction in Joshua's Way development; expected to be completed by late Spring 2021
- 9 units planned for development in Nicholtown to be completed in 2021 and 2022 with \$45,000 of down payment assistance available for units

Goal #6: Property Acquisition

- 2 parcels acquired in 2020; 507 and 509 Jenkins Street
- Possible 5 new affordable units
- Located across from Joshua's Way development
- \$98,000 in CDBG and Program Income funds for acquisition
- \$16,000 in Code Enforcement funds for demo/asbestos removal
- Included in upcoming Infill Parcel Development Addendum to the FY 2021 – 2022 Funding Application
- 2021 Acquisition Goal: 2 parcels for affordable housing infill redevelopment as budget allows



Goal #7: Special Tax Assessment

- 2 Projects completed in 2020
- \$8.5 million estimated investment in rehabilitation
- 181 units total
- Future efforts:
 - City staff developing marketing and outreach initiatives
 - City staff identifying potential properties for upcoming efforts

Goal #8, #9, #10: Marketing and Outreach

- 3 project profile summaries completed
<https://greenvillesc.gov/1639/Recent-Projects>
- Resident and Partner Interviews were recorded and placed on the City's Youtube channel for:
 - Senior Pleasantburg Apartments
 - Greenville Summit



Goal #11: Hotel Conversion

Background

- Ordinance approved by council in November 2020
- Situation: Developers were looking to convert existing hotel/motels into low-cost multi-family products
- Issue: Multi-family was prohibited due to maximum density and/or minimum off street – parking requirements
- Solution: Allow conversion if at least 20% of units are affordable

Upcoming Project

Type of Unit	Studio	Two Bedroom
Market Rate	50	17
Affordable	22	7
Total Units	72	24
Sq. Ft.	504 SF	816 SF

Priority Area #5, Focus Area #6, Goal #1: Community Engagement & Empowerment

- ***Community Empowerment Team:*** Special Emphasis Neighborhood Presidents & Leaders collaborating within a virtual education and resource series of interactive sessions. Session topics focus of the needs of neighborhoods that are defined as 50% or more households at 80% or below HUD defined AMI.
 - Quarterly Sessions with 1 Special Session planned for Community Development Week, April 5-8, 2021
 - City Neighborhoods: Pleasant Valley, Greater Sullivan, Green Avenue, Greenline-Spartanburg, Haynie-Sirrine, Nicholtown, Southernside, Sterling, Viola, West End, West Greenville
 - Planned Sessions: may be expanded if need arises
 - COVID-19 & Vaccination Education
 - Statewide Leadership & Advocacy (SCACED)
 - The Color of Law: History and Evolution of Special Emphasis Neighborhoods, Empowerment and Moving Forward
 - Grassroots Leadership Development
 - Planning/Zoning 101



Priority Area #5, Focus Area #6, Goal #1: Community Engagement & Empowerment (cont'd)

- ***Greenville Dreams:*** City and County Special Emphasis Neighborhood Presidents and Leaders collaborating and networking focused on shared neighborhood dynamics related to economic disparity. Greenville Dreams is a partnership initiative staffed by Community Development, Greenville County Redevelopment Authority and United Way.
 - Virtual meetings will continue on the 3rd Monday of each month throughout 2021.
 - January 2021: COVID-19
 - February 2021: City and County Planning Department Presentations